



*Training Course:
Strategic Planning: Building the Future with
Effective Strategies*

*22 - 26 September 2025
Casablanca (Morocco)
New Hotel*

Training Course: Strategic Planning: Building the Future with Effective Strategies

Training Course code: LS235669 From: 22 - 26 September 2025 Venue: Casablanca (Morocco) - New Hotel Training
Course Fees: 4500 € Euro

Introduction

Strategic planning is the cornerstone of organizational success in an ever-changing business environment. It provides a clear roadmap for achieving objectives, optimizing resources, and navigating challenges. This training program is designed to empower participants with the skills and knowledge necessary to contribute effectively to their organization's strategic goals.

Participants will explore the critical aspects of strategic planning, including analyzing internal and external environments, setting achievable goals, and aligning operational activities with broader objectives. Through a blend of theoretical insights, practical exercises, and collaborative activities, attendees will gain a comprehensive understanding of how to craft, implement, and adapt strategic plans in real-world contexts.

The program emphasizes the importance of integrating strategic thinking into daily management practices, fostering an adaptable mindset, and utilizing analytical tools to anticipate and respond to emerging opportunities and risks. By the end of the course, participants will be well-equipped to support their organizations in achieving sustained growth and success.

Objectives

By the end of this training, participants will:

1. Understand the core principles and methodologies of strategic planning.
2. Develop the ability to analyze business environments using proven frameworks.
3. Learn to set clear, realistic, and measurable strategic objectives.
4. Gain expertise in developing actionable plans and managing resources effectively.
5. Enhance their skills in monitoring, evaluating, and adjusting strategies to ensure organizational success.

Target Audience

Professionals who play a key role in supporting or contributing to strategic initiatives within their organizations, regardless of industry or function.

Outlines

Day 1:

Fundamentals of Strategic Planning

- Introduction to Strategic Thinking and Planning
- The Strategic Planning Process: An Overview
- Differentiating Between Strategic, Tactical, and Operational Goals
- Case Study Discussion: How Strategic Planning Drives Success

Day 2:

Analyzing the Business Environment

- External Environment Analysis: PESTEL Framework
- Internal Analysis: Resource-Based View and Competitive Advantage
- Conducting a SWOT Analysis to Identify Opportunities and Threats
- Interactive Exercise: SWOT Analysis on a Real-Life Case

Day 3:

Setting Goals and Crafting Strategies

- Characteristics of Effective Strategic Goals
- Aligning Individual, Team, and Organizational Goals
- Strategic Decision-Making Techniques
- Workshop: Drafting Strategic Goals and Prioritizing Initiatives

Day 4:

Implementing Strategies and Managing Resources

- Action Planning: From Strategy to Execution
- Efficient Resource Allocation: Time, Talent, and Budget
- Anticipating Challenges and Developing Mitigation Plans
- Simulation: Designing and Presenting an Implementation Plan

Day 5:

Monitoring, Evaluating, and Refining Strategies

- Establishing Key Performance Indicators KPIs
- Monitoring Progress: Tools and Techniques
- Adapting Strategies to Evolving Business Environments
- Final Group Activity: Creating a Comprehensive Strategic Plan

Registration form on the Training Course: Strategic Planning: Building the Future with Effective Strategies

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